

Report on Giving

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Cheer for the Volunteer

Each year, Concordia's *Report on Giving* highlights the measurable financial backing provided by donors to the University, support that is of course crucial to Concordia's success in raising funds for areas such as student scholarships, endowed academic chairs and library collections, to name just a few. But equally important to the University — although harder to measure in concrete figures — are the hours, energy and passion donated to the cause by alumni and friends. The University would not be able to raise the funds or organize the events that it does without their invaluable assistance. In honour of the UN International Year of the Volunteer, as the United Nations dubbed 2001, this *Report on Giving* is dedicated to Concordia's volunteers, who include the members of its alumni associations — of Concordia, Sir George Williams and Loyola, both locally and at their chapters around the world — as well as the volunteer fundraisers, personal canvassers, Concordia governors, members of the faculty advisory boards and the many others who help the University in ways other than financial. This one's for you.

Telefundraising Reaching out to 45,000 Alums

Keep it personal. That could be the mantra for fundraising. And that's why personal canvassers are so vital to fundraising efforts: meeting prospective donors face-to-face is the most effective and meaningful way to fundraise. But how can you personally reach out to 110,000 alumni?

Concordia's telefundraisers — a group of 45 student callers — do it by phone. In 2000-2001, from October through mid-April, the telefundraisers contacted 45,000 alumni, receiving pledges from more than 9,000 of them while bringing in a total of over \$320,000, all record highs for the annual campaign. They accomplished this from the new call centre on the fifth floor of the Faubourg Tower, adjacent to the Office of University Advancement & Alumni Relations.

Paul Chesser, the telefundraising coordinator, reports that many of those alumni contacted appreciate speaking to current Concordia students, often getting news or first-hand perspectives of the goings-on at the University. The callers can also glean useful information from the alumni for the University, such as address and other demographic updates; last year the student callers collected more than 7,000 alumni e-mail addresses. Another benefit of speaking directly to alumni, Chesser says, is that it's a good way to learn of graduates' thoughts and opinions about Concordia today and respond to questions about current events.



Concordia telefundraisers, in their new offices, help raise funds but also allow alumni to speak to present-day students and get the scoop on happenings at the University.

Pledge fulfilment

One of the telefundraising goals for the upcoming year — indeed, the goal of the entire annual campaign — is to increase the pledge fulfilment rate; that is, to ensure that people follow through with payment on their pledges. As Chesser points out, administration costs for

following up on late or delinquent pledges are high. "To make the maximum impact for your gift," he says, "it's best to fulfil your pledge, as quickly as you can." That's one of the messages he hopes alumni will receive as telefundraisers embark on the 2001-2002 campaign, a campaign they expect to be another record-setter.

The Millennium Circle

The Millennium Circle is a designation of honour which was created by the University at the close of the Campaign for a New Millennium, 1996-1999, in recognition of the increased level of support generated by the Campaign.

An inaugural dinner was held at the Rector's home on April 17, 2001, to honour those individuals who made a contribution of \$100,000 or more to the Campaign. Beginning June 1, 2001, all individuals making a gift or pledge payment of \$25,000 or more per year to Concordia University become Annual Members of the Millennium Circle.

The Millennium Circle 2000-2001 members:

William W. Ashby, S BCom 64, S BA 66
Francesco Bellini, L BSc 72
W. John Bennett
G. Drummond Birks, Hon LLD 89
Bruce R. Birmingham, BCom 77
Lawrence S. Bloomberg, S BCom 63, Hon LLD 96
Andrea Bronfman and Charles Bronfman, Hon LLD 92
Baljit and Roshi Chadha
André Desmarais, BCom 78
Jane H. (Pam) Dunn
W. Brian Edwards, L BCom 71
Leonard and Bina Ellen
Harriet and Abe Gold
Ned Goodman, Hon LLD 94
Norman D. Hébert Sr.
Mel Hoppenheim

Michal & Renata Hornstein
Mark J. Hornstein, MBA 93
Sam Hornstein
Stephen A. Jarislowsky and M. Gail Jarislowsky, MA 91
Paul Kefalas, BEng 75, MEng 79, Hon LLD 96
Daniel Langlois
Luigi Liberatore
Edith Low-Beer
Eric H. and Jane Molson
Rory Olson, BCom 85
William Pedvis
Richard Pedvis
Penny Pedvis-Tevel
Susan Raymer, L BA 71
Jeremy Reitman
Richard J. Renaud, L BCom 69, and Carolyn Renaud
Miriam J. Roland
Lino Saputo
James M. Stanford, L BSc 58, Hon LLD 00
Brian J. Steck, S BCom 68
Marilyn Steinberg-Cobrin
Liliane Stewart
Sebastian van Berkomp, S BCom 69
Ben Weider, Hon LLD 94
Jonathan I. Wener, S BCom 71, and Susan Wener
Kenneth W. Woods, MBA 75
John Xanthoudakis

Concordia's *Report on Giving* is produced by the Office of University Advancement & Alumni Relations. It is mailed to donors who made gifts and pledges to Concordia of \$250 or more during the 2000-2001 fiscal year.

We apologize for any errors or omissions. Please direct

all inquiries to the Office of University Advancement & Alumni Relations, 1455 de Maisonneuve Blvd. West, FB 520, Montreal, QC, H3G 1M8; tel: (514) 848-4856; fax: (514) 848-2826. Design: Concordia Marketing Communications. French version: Concordia University Translation Services.



Concordia
UNIVERSITY

The Faculties/Libraries & Special Initiatives

Many of the gifts to Concordia are earmarked for one of the four faculties or for libraries and special initiatives. Here are some examples of the impact of gifts received in 2000-2001:

Arts and Science

In September 2000, the Faculty of Arts & Science launched its Scholars' Awards event, honouring its highest achieving students. At a ceremony at the Oscar Peterson Concert Hall, 104 Arts & Science Scholars received a certificate of achievement and a \$250 prize. The scholars were selected from returning students who scored the highest grade point average during the 1999-2000 year. This was the first time for the Scholars' Awards, and the Faculty expects it to be an annual event that will continue to grow. The awards were made possible through the Arts & Science Faculty Development Fund.

At the ceremony, presided over by Rector Frederick Lowy and Arts & Science dean Martin Singer, the Faculty also awarded 10 international scholarships of \$5,000 to new students who were not residents or citizens of Canada. This was also a new program for Arts & Science.

These initiatives are part of the Faculty's increasing efforts to recognize the achievements of outstanding students. As Concordia attracts more and better students, these awards acknowledge and reward their efforts and are one way to retain them and make their stay at the University easier.

"Our research has significantly expanded through funding grants, but the starting point was the gift for the establishment of the BioChem Pharma Genomics Facility. The gift gave us legitimacy for the funding agencies." — Adrian Tsang, Associate Professor of Biology and director of the Centre for Structural & Functional Genomics.

For more information about gift opportunities in the Faculty of Arts & Science, contact Lori Abramowitz, Fundraising Officer, (514) 848-4387, loria@vax2.concordia.ca

The John Molson School of Business

2000-2001 was a year packed with significant events for Concordia's Faculty of Business & Administration, not least of which was the Faculty's name change to the John Molson School of Business. The Molson family had upped their \$3.5 million Campaign for a New Millennium gift to a total of \$10 million, to be used toward the construction of a new building.

The School of Business also inaugurated two endowed chairs and two distinguished professorships this year thanks to receiving \$3 million for research from members of the Canadian business community. Accountancy professor Michel Magnan was named to the Lawrence Bloomberg Chair in Accountancy; finance professor Lawrence Kryzanowski was named to the Ned Goodman Chair in Investment Finance; marketing professor Michel Laroche was named to the Royal Bank Distinguished Professorship in Marketing; and management professor Bakr Ibrahim was appointed to the CIBC Distinguished Professorship in Family Business. Danielle Morin, associate dean of Graduate Programs and Research, says, "With the establishment of these four new research positions, the School will continue to be able to maintain its impressive research profile as a leader in business research."

"I know of no other university that demonstrates its diversity so clearly. Our students, administration, academic staff and alumni embody a wondrous mix of the world's cultures and the benefit of a wealth of experience." — Eric Molson, Chancellor of Concordia University and Chairman of the Board of Molson Inc.

For more information about gift opportunities in the John Molson School of Business, contact Cornelia Molson, Director, Advancement & Alumni Relations, John Molson School of Business, (514) 848-7581, fax (514) 848-4145, cmolson@jmsb.concordia.ca



John Molson School of Business's Dean Mohsen Anvari with Lawrence Bloomberg and accounting professor Michel Magnan, who was awarded the Lawrence Bloomberg Chair in Accountancy at an inauguration on May 31, 2001.

neers, and allows Concordia graduate and undergraduate students the chance to collaborate on design and innovation projects with the aerospace industry and have access to state-of-the-art interactive computer facilities, computer equipment, and a specialized library.

The Institute will house the Pratt and Whitney Canada Multi-Disciplinary Design Laboratory, where students have the opportunity to work on aerospace projects in an industrial environment. The Institute's director is Hany Moustapha, a mechanical engineering adjunct professor at Concordia. CIADI is affiliated with the department of mechanical engineering, which already offers undergraduate and graduate aerospace programs and has a long history of collaboration with P&WC and other aerospace companies operating in the Montreal vicinity.

"Our family was educated at Concordia, and we wanted to give something back. I wanted to do something meaningful for the students." — Norman Hébert Sr., on his recently created graduate fellowship endowment for mechanical engineering students."

For more information about gift opportunities in the Faculty of Engineering & Computer Science, contact Louise Quesnel, Associate Dean, External Affairs, (514) 848-3072, quesnel@encs.concordia.ca

Fine Arts/Libraries

Concordia benefited in two very distinct ways from a generous gift from the Birks Family Foundation in 2000-2001.

Fine Arts

Thanks to the Birks Family Foundation, the Faculty of Fine Arts' Centre for the Arts in Human Development can rest a bit easier for the next few years, reports the Centre's coordinator Lenore Vosberg. The Centre for the Arts in Human Development provides clinical therapeutic services to individuals with developmental disabilities from the community and clinical training for graduate students in Concordia's creative arts therapies graduate program.

As part of its public outreach, the Centre has produced two musical shows since 1996, all directed by creative arts therapies professor Stephen Snow, and in 2001 released a CD, *I Can!*, featuring songs from those shows. The Birks gift will help support future productions. The Centre also receives financial assistance from a number of other foundations, which supports its ongoing operations and its aim of expanding its community outreach.

For more information about gift opportunities in the Faculty of Fine Arts, contact Kathleen Perry, Associate Dean, Resources & Development, (514)848-4272, kperry@vax2.concordia.ca

Libraries

The Birks Family Foundation gift also helped the Concordia University Libraries acquire a yearly subscription to JSTOR, an electronic journal storage service for students, faculty and staff. JSTOR allows electronic access to archival runs of a selection of scholarly journals in the humanities, social sciences and other disciplines.

Engineering and Computer Science

Thanks in large part to a \$1.2 million deal from Pratt and Whitney Canada (P&WC), which includes a cash donation, gifts in kind and a five-year contract, the Faculty of Engineering & Computer Science launched the Concordia Institute for Aerospace Design and Innovation in 2000 (CIADI). CIADI offers seminars and workshops to practising engi-

neers, and allows Concordia graduate and undergraduate students the chance to collaborate on design and innovation projects with the aerospace industry and have access to state-of-the-art interactive computer facilities, computer equipment, and a specialized library.

Other than its many benefits to users, Libraries director Bill Curran points out that JSTOR is also quite useful to the Libraries, eliminating the need to bind, shelve and store these journals — a savings of cost, labour and space.

The American-based JSTOR is costly — US\$24,000 initial fee, plus a yearly subscription of US\$4,000. But the Birks gift has assisted the Libraries in covering these expenses, thereby greatly serving the Libraries and their thousands of users.

"I am a first-year student in design art, which involves tuition fees and many other expenses, such as art materials. Receiving this gift makes all these things accessible, meaning I only have to improvise on the canvas and no longer on my materials list." — Eva, recipient of a Carolyn & Richard Renaud Entrance Bursary

For more information about gift opportunities in the Concordia Libraries, contact Bill Curran, Director, (514) 848-7695, wcurran@alcor.concordia.ca

2000-2001 Fundraising Programs

Capital Campaign	\$9,491,645	60.3%
Building Fund	\$3,847,416	24.4%
Annual Campaign	\$2,408,273	15.3%
Total	\$15,747,334	100%



2000-2001 Gift Sources

Alumni	\$7,932,442	50%
Corporations	\$4,597,217	29%
Foundations	\$1,997,195	13%
University Community*, Friends & Other	\$1,220,480	8%
Total	\$15,747,334	100%

*Includes contributions from faculty, staff members, students and parents.



2000-2001 Gift Designations

Physical Resources	\$7,271,815	46.2%
Student Support (1)	\$3,409,194	21.6%
Concordia's Greatest Needs (Unrestricted Funds*)	\$1,677,331	10.7%
Chairs & Professorships	\$747,946	4.7%
Faculties & Departments	\$630,169	4.0%
Library & Gallery Acquisitions	\$597,263	3.8%
Research	\$526,955	3.3%
Equipment	\$475,224	3.0%
Athletics	\$411,437	2.6%
Total	\$15,747,334	

(1) Includes Scholarships, Fellowships, Bursaries, Student Emergency Loan, Educational Loan, Student Life Initiative and Student Emergency Food Fund.
* Unrestricted funds (not designated by the donor to any specific priority) allow Concordia to direct donations to the University's most urgent annual needs, primarily scholarships, fellowships and bursaries.



2000-2001 Annual Campaign Committee

Peter Kruyt, BCom 78, Chair; Albert Carbone, BEng 81, MEng 84; Norman Hebert Jr., BCom 77; Randy Kelly, BCom 78; Marianna Simeone, BA 86; Peter G. McAuslan, S BA 72; Susan Raymer, L BA 71; Ken Woods, MBA 75.